



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF COMMUNICATIONS, Nannette Rodriguez
Tel: 305.673.7575, E-mail: nrodriguez@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE
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Coca-Cola Presents Miami Beach Fire on the Fourth, Brought to you by Terra

– Food Trucks, Free Entertainment, Live Concert with Dave Mason, Kid-Zone, Fireworks –

Miami Beach, FL: Miami Beach will be hosting a grandiose Fourth of July festival in honor of its centennial anniversary. The North Shore Bandshell Park will once again play host to day-long entertainment and activities for the entire family. North Shore Bandshell Park is located at Collins Avenue and 73 Street, Miami Beach.

Sponsored by Coca-Cola and Terra, the event kicks-off with free Green Monkey yoga at 9 a.m. on the beach and food trucks beginning at 11 a.m. Free entertainment with DJs and a kid zone featuring a rock climbing wall, bungee station, inflatable slide and face painting station will follow at noon. Live concerts by RedMonkey at 5:00 p.m. and headliner Dave Mason at 7:30 p.m. The event concludes with fireworks at 9 p.m.

Mason, the esteemed British musician and co-founder of the legendary band Traffic, will present an unforgettable, rocking evening of music. He is renowned for such Traffic hits as “Feelin’ Alright” and “Hole in My Shoe,” plus solo signature tracks “We Just Disagree” and “Only You Know and I Know.” The self-taught guitarist, singer and songwriter was inducted in the Rock and Roll Hall of Fame in 2004 with his band Traffic.

Park at the 42 Street/Sheridan Avenue public parking areas to take a free shuttle bus to the North Beach Bandshell. Free shuttle buses will also be available at Miami-Dade Transit bus stops along 41 Street and Collins Avenue/Indian Creek route (you must flag down the special shuttle). Service will run from 11 a.m. to 10 p.m., with 30-minute headways.

Styrofoam, glass containers, cans and alcoholic beverages are prohibited. Recycling is highly encouraged.

The 2015 Copa America finals will also broadcast at the North Shore Bandshell Park. Doors open at 3 p.m. with the game beginning at 4 p.m.

Sponsors include, Coca-Cola, Terra, Core Power, Zico Water, Coke Zero, Vitamin Water, MB Suncare, North Beach Property Owners Association, Car2Go and Green Monkey Yoga.

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